CITY OF MINNEAPOLIS
CPED – PLANNING DIVISION
HERITAGE PRESERVATION COMMISSION STAFF REPORT

FILE NAME: 821-837 Marquette Avenue, Foshay Tower
DATE OF APPLICATION: March 7, 2008
APPLICANTS: Charlene Roise, Hess, Roise and Company on behalf of Foshay Hotel LLC, (612) 338-1987
PUBLICATION DATE: May 14, 2008
DATE OF HEARING: May 20, 2008
END OF APPEAL PERIOD: May 30, 2008
HPC SITE/DISTRICT: Foshay Tower, Individual Landmark
CATEGORY: contributing
CLASSIFICATION: Certificate of Appropriateness for signage
STAFF INVESTIGATION AND REPORT: Molly McCartney, (612) 673-5811

This item has been continued from the March 25, April, 8, and May 6, 2008 HPC meetings.

A. SITE DESCRIPTION & BACKGROUND:

Foshay Tower, located on the southern half of a city block bounded by South 9th Street, Second Avenue South, and Marquette Avenue, was designed by Magney & Tusler in 1927 and completed in 1929. The two story base, or pedestal, is topped by a 30-story obelisk. The Foshay Tower was the tallest skyscraper in the Northwest after completion and has long been hailed as the defining Minneapolis landmark. The building was placed on the National Register of Historic Places in 1978. The building exterior and the interior, first floor lobby were locally designated in 1984.

The Foshay Tower has received previous HPC approvals for the current renovation into a "W" Hotel. The HPC approved a Certificate of Appropriateness for exterior renovation and interior demolition on November 14, 2006, and a Certificate of Appropriateness for the first floor lobby final design on November 27, 2007. This application is for a proposed sign plan for the new hotel and restaurant. An existing tenant, Key's Café, will remain with similar signage and awnings.

The Foshay Tower historically has had many signs and awnings on the first two floors, or pedestal, of the building. Designed as an office tower, the pedestal portion of the building has historically housed retail uses, such as a drug store and restaurants. Prior to the current renovation, the Foshay Tower tenants included a Kinko's copy store, clothing retailers, and the Key's Café restaurant. The applicant has supplied historical photographs of projecting and walls signs on the Foshay Tower.

The Foshay Tower also has a number of historic signs that identify the building. The most well-known are the four "Foshay" signs atop the tower. These signs will continue to be lit. There are also carved signage above the main floor entrances on Marquette and 9th Street South that identify "Foshay Tower" as well. Maintenance and restoration of existing historic signs is encouraged and is not be counted in

number of allowable signs per section 1.b. of the Design Guidelines for On-Premise Signs and Awnings, or *Guidelines*.

B. PROPOSED SIGN CHANGES:

The applicant is proposing to add signage for the new uses, retain signage for Key's Café, and retain the historic carved signage and tower signage. The proposed signs for the W Hotel will include two wall signs at the building corner on the second story, two projecting signs, and two small wall signs at the Marquette entrance. The proposed signs for the new restaurant, called "Prohibition", include two wall signs. The applicants are also proposed to install awnings in the first floor storefront windows that will have text for both the hotel and restaurant.

Existing signs

The Foshay Tower has a number of existing signs on the building. On the pedestal, there are three carved stone signs above the second story windows with the text "Foshay Tower". Two of these signs are on the Marquette façade, one above the main entrance into the lobby and one above the second bay from the corner. On the Ninth Street South façade, there is a carved stone sign above the second bay in from the corner. The carved sign is approximately 25 ft. from grade and measures 3 ft. by 4 ft. The most famous signs on the building are the four "Foshay" signs atop the tower. The *Guidelines* call for the retention of historic signs and that they not are counted toward number of allowable signs.

An existing first floor tenant, Keys Café, has awnings and a sign awning on the Ninth Street South façade. The sign awning is a projecting awning above the entrance to Keys Café. There are awnings, with no signs, on the three windows west of this entrance. The applicants are not proposing changes to the awnings at this time, but anticipate their replacement in the future. The only signage on the Key's awnings will be on the entrance awning.

Proposed signs

The proposed new signs include wall and projecting signs for the W Hotel and a restaurant called Prohibition. The proposed signs for the W Hotel include a two wall signs at the building's corner on the second story, a projecting, illuminated "W" at the corner of the building, a projecting "W" on the glass awning of the main Marquette Avenue entrance, and two small wall signs a the Marquette entrance. In addition, the awnings on the first floor will have text for the hotel.

The proposed signs for Prohibition include a two wall signs above the storefront windows, one on each façade, and awning signs along the first floor storefront windows.

The following description separates the signage for the hotel and restaurant, however, discussion of the awning signs, which are proposed to have text for both the hotel and restaurant, will be discussed together.

1. W Hotel signs

The applicants are proposing a total of six signs for the W Hotel. Most of the proposed signs will be the simple "W" that is the hotel's brand. There are small proposed plates at the Marquette entrance that will have more text as well.

Second story wall signs

The most prominent signage is proposed for at the building corner on the second story. The applicant is proposing two "W" wall signs to be placed under the cornice line, centered in the

first bay. These signs measured approximately 7 ft. 3 in. by 5 ft 3 in. (38 sq. ft.). The signs will have two stainless steel plates, one larger than the other, which will have LED lights behind in order to illuminate the sign at night. The signs will be a polished and satin finished and will not be painted. The signs are proposed to be attached to the mortar joints behind the signs. The proposed signs will project approximately 9 in. from the building, to avoid contact with a projecting cornice line toward the parapet wall of the pedestal.

Projecting signs

There are two proposed "W" projecting signs, one at the corner of the building on the second story and another projecting from the glass awning at the Marquette entrance. Both signs measure approximately 3 ft. 6 in. by 2 ft. 6 in. and will be the same polished stainless steel material as the wall signs. The corner projecting sign will be attached with a permanent mounting plate, attached at two locations along the mortar joints. The projecting sign on the awning will be attached to this noncontributing building feature. Neither sign will be lit.

First floor wall signs

The proposed wall signs for the W Hotel include two small stainless steel plates flanking the Marquette entrance. The wall signs for the hotel are 2 ft. by 2 ft. and will have the following text: "W, Minneapolis, The Foshay". These signs will be lit with internal LED lights and will be attached by drilling into the mortar joints.

2. Prohibition signs

The applicants are proposing four signs for the Prohibition restaurant, two wall signs above storefront windows and two small wall signs at the Marquette entrance.

Wall signs

The proposed wall signs above the storefront will have text for the new restaurant "Prohibition". The size of the Prohibition size is 11 in. by 7 ft. 8 in. (8.5 sq. ft.). The proposed signage is polished stainless steel letters that will be mounted to a satin finished stainless supporting bar or mounting plate. The plate will be attached through the mortar joints at the two end locations. This plate will have a LED lighting system that will wash light against the wall so that the sign letters will be illuminated from behind.

The proposed small plate wall signs for Prohibition include two small stainless steel plate flanking the Marquette entrance for Prohibition. The stainless steel wall signs for the restaurant are 2 ft. by 2 ft. and will have the following text: "Prohibition". These signs will be lit with internal LED lights and will be attached by drilling into the mortar joints.

3. Awnings

The applicants are proposed to install black awnings at fourteen first floor storefront windows. The proposed awnings are to be a mat black color with text on the face. The proposed text will be two colors, a black gloss and a red gloss finish. The black gloss text will have a subtle sheen on the mat awnings, and the red gloss text will be more visible. The red text will appear only once per awning, however, the black text will run along the awning face continuously. The red text will alternate with the "W" and "Prohibition" text per awning, with the same text appearing in the black gloss. There will be no text above the awning into the parking ramp or the window awnings for Key Café. The entrance awning for Key's Café will continue to have the Key's signage text.

C. ANALYSIS OF PROPOSED SIGN CHANGES

The following is an analysis of how the proposed signs adhere to the Minneapolis Design Guidelines for On-Premise Signs and Awnings, (or *Guidelines*) as well as the Secretary of Interior's Standards (or *Standards*) for Rehabilitation.

Number of Signs

There are a total of ten new signs proposed for the new ground floor principal uses, the hotel and the restaurant. Two are projecting signs and eight are wall signs. The 'W' hotel will have six total signs: two projecting signs and four wall signs. The Prohibition restaurant will have four wall signs. The *Guidelines* allow a corner lot with a principal entrance on each street two signs per street frontage. The proposed number of signs for the hotel is two more than allowed and the proposed number of signs for the restaurant meets the requirement. In this case, the ground floor businesses face two streets, and have public entrances on the Marquette Avenue side and a service entrance on the South Ninth Street side as well. In this situation where the ground floor uses occupy two façade of the building, the increase in the number of signs is appropriate to the size of the building. The small plaques at the doors are small in size and do not contribute to sign clutter or adversely impact the historic resource.

The *Guidelines* also requires that only one of the allowed signs per use by illuminations. In this situation, the W Hotel has two illuminated signs and Prohibition has two illuminated signs.

Awning signs

The applicants are proposing to install 14 new awnings in the storefront windows along the first floor. The *Guidelines* limit the number of awnings to the number of window or door openings on the ground floor. The proposed awnings do not exceed this requirement. There are no proposed awnings for the second floor.

Size of signs

Projecting signs

Both of the proposed projecting W hotel signs will be approximately 3 ft. 2 in. by 2 ft. 4 in. (7.2 sq. ft.) and will project 4 ft. from the building. The size of these signs are consistent with the *Guidelines* that limit projecting sign to no more than twelve (12) square feet in area and should not project more than four (4) feet from the building.

Wall signs

The second story wall signs exceed the size requirement, but the Prohibition signs meet the size requirement. Wall signs are limited to no more than two ft. in height and no more than thirty-two sq. ft. in area. The Prohibition signs are 11 in. by 7 ft. 8 in. and have an area of 8.5 sq. ft. The second story "W" wall signs measured approximately 5 ft 3 in. by 7 ft. 3 in. (38 sq. ft.). The height and size of the "W" signs exceed the limit for wall signs.

Awning signs

Awning signs are limited for no more than six square feet in areas and should have similar placement on the awning for multiple signs on a building. The proposed red and block gloss text will be placed on the awning face, which is 10 in. by 14 ft. 10 in. (9.7 sq. ft.) on the largest awing. This exceeds the size limit of 6 ft. However, due to the spacing of the text, the entire awning face will not be covered. Because the black text will have a subtle appearance and provided the red text letter is placed in a similar position on each awning, exceeding the 6 sq. ft. will not adversely impact the property.

There will be no text above the awning into the parking ramp or the window awnings for Key Café. The entrance awning for Key's Café will continue to have the Key's signage text.

Location of building signs
The Design *Guidelines* call for signs and awnings to be place in historic sign locations. There is photographic evidence that the Foshay Tower has had awnings, projecting, and walls signs on both stories of the pedestal. The proposed signage is mainly located in historic sign locations

Projecting signs
The corner projecting "W" sign for the hotel is lined up vertically with the header of the seoncd story windows, which will be approximately 25 ft. 4 in. from the ground, at the second story of the building. This location is higher than the 14 ft. height limit allowed by the *Guidelines* and higher than other corner projecting signs in the past, however, it is in location that generally has had signage.

The projecting "W" sign on the Marquette Avenue entrance awning will hang from the awning and be approximately 13 ft. 8 in. from the ground in height.

Wall Signs
The second story "W" signs at the corners are in a location that is higher than the 14 ft. that is allowed by the *Guidelines* and there is no evidence of signage being placed in this location. In addition, the "W" will be place in front of the cornice line that runs the length of the building. This character defining feature creates shadowing which helps define the top of the pedestal. The historic carved "Foshay Tower" signs are also located in a similar location; however, the cornice line does not run through the carving. The installation of the "W" wall signs away from the building does not damaged the cornice line or mortar. Staff has concern that the new "W" signs will obscure this feature; however, the cornice line does run the length of the pedestal, and the "W" signs would only obscure a small area.

The stainless steel signs that will flank the two Marquette entrance are within the height limit and are in locations that have had signage in the past.

Awning signs
The proposed awnings fit into the storefront opening, and adhere to the *Guidelines* requirement for awnings to fit within the window or door opening.

Installation
The application materials describe all the signs will be attached through mortar joints or window frames, and not the masonry of the building. As opposed to many commercial or warehouses in Minneapolis that utilize courses of small bricks as exterior material, the large size of the stones on the pedestal contributes to the solid, monolithic, quality of the obelisk tower of the Foshay. Therefore, disturbance of the masonry should be avoided by installing signs through the mortar joints. The *Guidelines* and the Secretary of Interior's Standards call for minimal impact on the building; especially masonry.

Projecting and wall signs
The projecting sign and the wall signs on the second story at the corner will be attached to the building at mortar joints on the building. The proposed sign will have a permanent mounting plate and the wall "W" will be attached at separate points. The set of plans provided by the

applicant show the mortar joints at the corner as well as the typical anchors used to attach the wall signs. The permanent mounting plate should be a color to match the stone of the building.

The small plates flanking the entrances are also proposed to be attached through the mortar joints.

Awning signs
The applicants have stated that the awnings will be attached to the non-historic storefront windows, however, no documentation or plan details have been provided.

Color & Illumination
All of the proposed signs for the Foshay Tower are proposed to be of stainless steel, with either a polished or satin finish. The proposed awnings will be a black canvas. The applicant has supplied example of the material. The illumination for the signs varies from internal illumination, to indirect illumination, to no lighting.

The second story "W" wall signs will have two stainless steel "W" plates, one larger than the other, which will have LED lights behind in order to illuminate the sign at night. The color of the illumination is proposed to be white. At night, when lit, the "W" will appear to be black with a white halo.

The Prohibition wall signs will be lit from the permanent mounting plate the text is attached to. This plate will have a LED lighting system that will wash light against the wall so that the sign letters will be illuminated from behind.

The small plate signs flanking the entrance will be lit with internal LED lights

D. GUIDELINE CITATIONS:

Design Guidelines for On-Premise Signs and Awnings:

1. *In General:*

a. *Sign message:* All signs, except window signs, real estate signs, project information signs, auxiliary signs, temporary signs and portable signs, are limited to the name and address of the establishment.

b. *Historic signs:* Maintenance or restoration of existing historic signs is encouraged and should not be counted in number of allowable signs.

c. *Number of signs:* Each principal building entrance that faces a public street, or each ground floor principal use, whichever is less, is allowed two signs. A corner lot with a principal entrance on each street is allowed two signs per street frontage. The two signs may be a combination of one wall sign, one projecting sign, one ground sign, one banner, and awning signage. However, a property may not have both a projecting sign and a ground sign. Only one of the signs should be illuminated, except that banners and awning signs should never be illuminated. Awning signs are limited to ground floor awnings and are subject to the specific guidelines for awnings and awning signs. Parking lot signs are subject to the specific guidelines for signs accessory to parking lots.

d. *Location of building signs:* Wherever possible, signs should be placed in traditional sign locations including the storefront sign band area. Signs should not obscure or damage architectural features including windows, doors, pilasters, columns and historic signs. Building signs should be located only on the primary façade of the building adjacent to the street and should be no higher than fourteen (14) feet, except as otherwise provided in the specific guidelines for wall signs.

e. *Color:* Sign colors and materials should be compatible with the colors of the building and its surroundings. Dayglo, light reflecting or fluorescent colors or materials are not allowed.

f. *Installation:* Sign installation should have a minimal impact on the building and to the extent practical allow the building to be returned to its original condition if the sign is removed. Existing signboards and sign frames should be reused to limit drilling new holes into masonry. Wall signs should be attached to the building through the mortar joints. Projecting signs should be attached to a permanent mounting plate. Awnings should be attached to window or door frames and should never damage masonry.

g. *Illumination:* Signs may be illuminated externally, internally, or by neon. Plastic face covers should not be placed on illuminated signs. All illuminated building signs should connect to a permanent mounting plate located near the entrance. Electrical conduit should be installed through the permanent mounting plate. Not more than one brick should be damaged by the installation of the permanent mounting plate. Electrical conduit and any lighting fixture should be attached to the sign and not the building wall.

4. *Guidelines for Specific Types of Signs:*

a. *Wall Signs:*

i. Location. Wall signs should be located between the first and second floor and should not be higher than fourteen (14) feet, except where the historic sign band is higher. Wall signs should not conceal architectural features or obstruct openings.

ii. Size. Wall signs should be no more than two (2) feet high and thirtytwo (32) square feet in area and should not extend outward from the building more than eight (8) inches.
iii. Materials. Wall signs may be constructed of wood, metal, painted fiberglass or painted plastic.
iv. Installation. Wall signs should be attached to the building through the mortar joints. If illuminated, a wall sign should be placed adjacent to or over a permanent mounting plate for electrification. Electrical conduit and lighting fixtures should be attached to the top of the wall sign, and should not be attached to the building. Wall signs should not be painted directly on the surface of the building, except as part of the maintenance or restoration of an existing historic sign.

b. *Projecting Signs:*
i. Location. Projecting signs should be located near a building entrance and should not be higher than fourteen (14) feet. Projecting signs should not conceal architectural features or obstruct openings, and should not be suspended from the soffit.
ii. Size. Projecting signs should be no more than twelve (12) square feet in area and should not project more than four (4) feet from the building. The thickness of a projecting sign should not exceed eight (8) inches.
iii. Materials. Projecting signs may be constructed of wood, metal, painted fiberglass or painted plastic.
iv. Installation. Projecting signs should always use a single permanent mounting plate.

e. *Awnings and Awning Signs:*
i. Location. Awnings should fit within the window or door opening.
ii. Number of awnings. The number of awnings may not exceed the number of window or door openings.
iii. Number of awning signs. Awning signs are limited to ground floor awnings. There should be no more than one sign per awning. Awning signs should be no more than six (6) square feet in area. Where there are multiple awning signs on a building, all signs should be located in the same or similar position on the awnings.
iv. Materials. Awnings should be constructed of coated or uncoated cloth fabric.
v. Installation. Awning hardware should be attached to the window or door frame and should never damage masonry. Awnings should not be attached to or cover any part of the building wall.
vi. Illumination. Awnings and awning signs should not be illuminated.
vii. Awning shape. Awnings should project downward and outward from the openings in straight lines unless they are reflecting the curved shape of the opening. The projection of an awning should be less than its height. An awning drop or skirt should not exceed twelve (12) inches.

Secretary of the Interior's Standards for Rehabilitation (1990)

Masonry: *Brick, stone, terra cotta, concrete, adobe, stucco, and mortar*

Recommended:
Identifying, retaining, and preserving masonry features that are important in defining the overall historic character of the building such as walls, brackets, railings, cornices, window architraves, door pediments, steps, and columns; and joint and unit size, tooling and bonding patterns, coatings, and color.

Protecting and maintaining masonry by providing proper drainage so that water does not stand on flat, horizontal surfaces or accumulate in curved decorative features.

Cleaning masonry only when necessary to halt deterioration or remove heavy soiling.

Carrying out masonry surface cleaning tests after it has been determined that such cleaning is necessary. Tests should be observed over a sufficient period of time so that both the immediate effects and the long range effects are known to enable selection of the gentlest method possible.

Cleaning masonry surfaces with the gentlest method possible, such as low pressure water and detergents, using natural bristle brushes.

Inspecting painted masonry surfaces to determine whether repainting is necessary.

Removing damaged or deteriorated paint only to the next sound layer using the gentlest method possible (e.g., hand scraping) prior to repainting.

Applying compatible paint coating systems following proper surface preparation.

Repainting with colors that are historically appropriate to the building and district.

Evaluating the overall condition of the masonry to determine whether more than protection and maintenance are required, that is, if repairs to the masonry features will be necessary.

Repairing masonry walls and other masonry features by repointing the mortar joints where there is evidence of deterioration such as disintegrating mortar, cracks in mortar joints, loose bricks, damp walls, or damaged plasterwork.

Removing deteriorated mortar by carefully handraking the joints to avoid damaging the masonry.

Duplicating old mortar in strength, composition, color, and texture.

Duplicating old mortar joints in width and in joint profile.

Repairing stucco by removing the damaged material and patching with new stucco that duplicates the old in strength, composition, color, and texture.

Using mud plaster as a surface coating over unfired, unstabilized adobe because the mud plaster will bond to the adobe.

Repairing masonry features by patching, piecing-in, or consolidating the masonry using recognized preservation methods. Repair may also include the limited replacement in kind or with compatible substitute material of those extensively deteriorated or missing parts of masonry features when there are surviving prototypes such as terracotta brackets or stone balusters.

Applying new or non-historic surface treatments such as water-repellent coatings to masonry only after repointing and only if masonry repairs have failed to arrest water penetration problems.

Replacing in kind an entire masonry feature that is too deteriorated to repair if the overall form and detailing are still evident using the physical evidence to guide the new work. Examples can include large sections of a wall, a cornice, balustrade, column, or stairway. If using the same kind of material is not technically or economically feasible, then a compatible substitute material may be considered.

Design for Missing Historic Features
Designing and installing a new masonry feature such as steps or a door pediment when the historic feature is completely missing. It may be an accurate restoration using historical, pictorial, and physical documentation; or be a new design that is compatible with the size, scale, material, and color of the historic building.

Not Recommended:
Removing or radically changing masonry features which are important in defining the overall historic character of the building so that, as a result, the character is diminished.

Replacing or rebuilding a major portion of exterior masonry walls that could be repaired so that, as a result, the building is no longer historic and is essentially new construction.

Applying paint or other coatings such as stucco to masonry that has been historically unpainted or uncoated to create a new appearance.

Removing paint from historically painted masonry.

Radically changing the type of paint or coating or its color.

Failing to evaluate and treat the various causes of mortar joint deterioration such as leaking roofs or gutters, differential settlement of the building, capillary action, or extreme weather exposure.

Cleaning masonry surfaces when they are not heavily soiled to create a new appearance, thus needlessly introducing chemicals or moisture into historic materials.

Cleaning masonry surfaces without testing or without sufficient time for the testing results to be of value.

Sandblasting brick or stone surfaces using dry or wet grit or other abrasives. These methods of cleaning permanently erode the surface of the material and accelerate deterioration.

Using a cleaning method that involves water or liquid chemical solutions when there is any possibility of freezing temperatures.

Cleaning with chemical products that will damage masonry, such as using acid on limestone or marble, or leaving chemicals on masonry surfaces.

Applying high pressure water cleaning methods that will damage historic masonry and the mortar joints.

Removing paint that is firmly adhering to, and thus protecting, masonry surfaces.

Using methods of removing paint which are destructive to masonry, such as sandblasting, application of caustic solutions, or high pressure water-blasting.

Failing to follow manufacturers' product and application instructions when repainting masonry.

Using new paint colors that are inappropriate to the historic building and district.

Failing to undertake adequate measures to assure the preservation of masonry features.

Removing non-deteriorated mortar from sound joints, then repointing the entire building to achieve a uniform appearance.

Using electric saws and hammers rather than hand tools to remove deteriorated mortar from joints prior to repointing.

Repointing with mortar of high portland cement content (unless it is the content of the historic mortar). This can often create a bond that is stronger than the historic material and can cause damage as a result of the differing coefficient of expansion and the differing porosity of the material and the mortar.

Repointing with a synthetic caulking compound.

Using a "scrub" coating technique to repoint instead of traditional repointing methods.

Changing the width or joint profile when repointing.

Removing sound stucco; or repairing with new stucco that is stronger than the historic material or does not convey the same visual appearance.

Applying cement stucco to unfired, unstabilized adobe. Because the cement stucco will not bond properly, moisture can become entrapped between materials, resulting in accelerated deterioration of the adobe.

Replacing an entire masonry feature such as a cornice or balustrade when repair of the masonry and limited replacement of deteriorated or missing parts are appropriate.

Using a substitute material for the replacement part that does not convey the visual appearance of the surviving parts of the masonry feature or that is physically or chemically incompatible.

Applying waterproof, water-repellent, or non-historic coatings such as stucco to masonry as a substitute for repointing and masonry repairs. Coatings are frequently unnecessary, expensive, and may change the appearance of historic masonry as well as accelerate its deterioration.

Removing a masonry feature that is unrepairable and not replacing it; or replacing it with a new feature that does not convey the same visual appearance.

Design for Missing Historic Features
Creating a false historical appearance because the replaced masonry feature is based on insufficient historical, pictorial, and physical documentation.

Introducing a new masonry feature that is incompatible in size, scale, material, and color.

C. FINDINGS:

1. The Foshay Tower is a designated Local Landmark and is listed in the National Register of Historic Places. The exterior and first floor lobby are locally designated.

2. The applicant is proposing to add signs for two new uses and retain awning sign for the existing restaurant use. There are ten proposed signs including two projecting signs and eight wall signs.

3. The proposed signs for the W Hotel will include two wall signs at the building corner on the second story, two projecting signs, and two small wall signs at the Marquette entrance. The proposed signs for the new restaurant, called "Prohibition", include four wall signs, including two small plates at the Marquette entrance. The applicants are also proposed to install awnings in the first floor storefront windows that will have text for both the hotel and restaurant.

4. The proposed number of signs for the hotel is two more than allowed by the Design Guidelines for On-Premise Signs and Awnings (or *Guidelines*) and the proposed number of signs for the restaurant meets the requirement. Four of the signs are small plaques flanking the doors and do not contribute to sign clutter or adversely impact the historic resource.

5. The Foshay Tower occupies a large portion of the block and contains 18 storefront bays and entrances. The two new ground floor businesses face two streets and have public entrances on the Marquette Avenue side and a service entrance on the South Ninth Street side as well. In this situation where the ground floor uses occupy two façade of a large building, the increase in the number of signs is appropriate given the size of the building.

6. The two projecting signs for the W Hotel meet the *Guidelines* for the installation method, materials and size. The height of the corner projecting sign exceed the limit from the *Guidelines*, however, due to the large size of the building, the projecting signs is in a location is appropriate along the second story window header. The permanent mounting plate for the projecting signs should be a sandy color to blend in with the exterior of the building.

7. The second story "W" wall signs meet the *Guidelines* for installation method and materials, however, these sign exceed the height allowed, size per sign allowed, and obscure the character defining feature of the cornice line. Staff has concern that the new "W" signs will obscure this feature; however, the cornice line does run the length of the pedestal, and the "W" signs would only obscure a small area.

8. The wall signs for the Prohibition restaurant meet the *Guidelines* for installation method, material, height, and seize allowed. They are located in a traditional sign location as well.

9. The small plate signs flanking the Marquette hotel and restaurant entrances are consistent with the *Guidelines* for materials, height and size.

10. The proposed signs are consistent with the Secretary of Interior Standards for Rehabilitation (or *Standards*) that call for the preserving of masonry surfaces which are important character defining features. The large masonry stones of the Foshay Tower add to the monumental stature of the building. Adhering to the signs through the mortar joints is an appropriate treatment to the building.

11. Historical documentation supports the increase in number of signs and height of signs. Historic photographs provided by staff and the applicants documents previous signage at the building, including wall, projecting signs, and awnings. In the past, projecting, wall signs, and awnings have been installed at the Foshay Tower at heights greater than what is allowed under the current *Guidelines*. Given the size of the building, the increase number of signs and height would not add to sign clutter or overpower the building.

12. With the following conditions, the propose sign package will not be detrimental to the historic integrity of the Foshay Tower.

D. STAFF RECOMMENDATION:

Staff recommends that the HPC adopt staff findings and **approve** a Certificate of Appropriateness for signage, subject to the following conditions:

1. The second story "W" located at the corner are installed through mortar joints and the cornice line is not impaired.
2. Final drawings including plans, elevations and details shall be reviewed and approved by CPED-Planning staff.

Attachments:
1. Original application submittal
   - Certificate of Appropriateness application, p. 15-22
   - Historic photograph submitted by applicant, p.22-23
   - Historic photograph submitted by staff, p. 24-32
   - Sign details, including elevations and night renderings, p. 33-36